THE REVIEW

Vol. XXXV—No. 17

April 3, 1941

You Are Cordially Invited to . . . .

JOIN THE SNAG CLUB

Mac and Jim

THE AMERICAN'S CREED

I believe in the United States of America as a government of the people, by the people, for the people, whose just powers are derived from the consent of the governed; a democracy in a republic, a sovereign nation of many sovereign states; a perfect union, one and inseparable; established upon those principles of freedom, equality, justice and humanity for which American patriots sacrificed their lives and fortunes.

I therefore believe it is my duty to my country to love it; to support its constitution; to obey its laws; to respect its flag and to defend it against all enemies.

—WILLIAM TYLER PAGE.

The REVIEW

Published Weekly
by and for the Sales Department of
The Gerlach Barklow Co.
THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV JOLIET, ILLINOIS, APRIL 3, 1941 No. 17

THE YEAR'S AT THE SPRING

The Year's at the spring,
The Day's at the morn,
The morning's at seven
The Hillside's dew-pearled:
The lark's on the wing,
The snail's on the thorn,
God's in His Heaven—
All's right with the World!

—ROBERT BROWNING.

If we live up to ourselves, in our own sphere, we do our part in aiding Divine Providence to help a harried world solve its present day problems. Good people everywhere are striving to make freedom, plenty and happiness prevail in the world.

It's a time for confidence, renewed determination and will to win. And what an incentive there is for you and me to take advantage of our opportunity with the many lines of business that start a drive for larger sales with the beginning of the spring months.

HOW MANY MORE ORDERS and HOW MANY MORE DOLLARS IN SALES DO YOU HAVE TO GET TO WIN THE FISHING TRIP? Seven more weeks—from next Monday, April 7th—in the Fishing Contest. Don't forget that "Sell-'Em-Again" plan of working to help you make your mileage; your customers are your best prospects. Don't think because you sold a man early in the year you don't need to see him again until next year. If you approach that early buyer now —no matter if he bought from you or your competitor—and

can show him an idea—a Mailing Card, a House Organ Folder, a Fan, a Blotter, a Post Card, a Booklet—or some medium which will secure definite results for him in between calendar-distributing-time—and can tell him how he can use it—he's much more likely to be interested in it than a man who has never used Good Will Advertising.

CHILDREN SHOULD BE SEEN NOT HURT. Let's resolve to sell more Safety Calendars this year than ever before. Too much stress cannot be placed on teaching children safety, you reach the parents and the grown-ups through the child. Children love pictures and verses, particularly where they pertain to their own activities, so what is more natural than to have them grow up safety-conscious through their contacts with safety pictures and verses such as our subjects carry? And what is more natural than to have such a picture represent a business man in his community? It cannot fail to create good will for him and give him contacts that increase his sales. Be Sure You Are Right, Then Go Ahead and Spanky's Safety Patrol are doing a wonderful job, making a real hit.

I had a letter from Spanky recently expressing the hope that the G-B boys were being able to make more money than ever with his present picture. He sent me the following clipping from a Hollywood paper:

> If Baby Sandy's new brother had been born a little sooner, Universal was all set to give him an immediate film debut as the child of Irene Dunne and Robert Montgomery in the picture, "Unfinished Business."
>
> BUT DIRECTOR GREGORY LA CAVA COULDN'T WAIT, SO THE ROLE INSTEAD WENT TO AMANDA McFARLAND, BABY SISTER OF SPANKY McFARLAND, OF "OUR GANG" FAME.
>
> The studio is only biding its time, though. It will use Sandy's brother as soon as a role turns up.

Continue to hit the line hard. Let's resolve to do the biggest and best job of selling in 1941 that we have ever done. The free flow of commerce and good will is more important today than ever before.

THANKS SINCERELY FOR THE GOOD JOB YOU DID IN MARCH. KEEP UP THE GOOD WORK.

J. Mackenzie.

JOIN THE SNAG CLUB

To join the Snag Club all that is necessary is to make your quota in the Summer Vacation Contest. You received the certificate inviting you to become a member, and when you arrive in Joliet next July your certificate will be duly signed by Mac and myself, and from that time on you will become a member in good standing of this great honorary club.

The results so far from previous winners are fine, but it is evident today that there will be many new faces this year. Charlie Clayton, Charlie Chamberlain, Leo Himelhoch, Larry Moss, Herman Grotte, Perc Earl have never missed. They won't miss this year. Between thirty and forty men have attended one or more summer parties. They come from all sections of the country proving that geography plays no part in it. They come from large cities and from country territories showing that everybody has an equal chance.

Winners in contests are not necessarily the ones that get off to a good start. So, if the first few weeks your breaks were bad, there is still time to figure out the number of orders and volume necessary in any one of the four classifications to win. Plan each day's work the night before—and devote not over one-half of each day to prospects and call-backs, the other half to cold turkey calls.

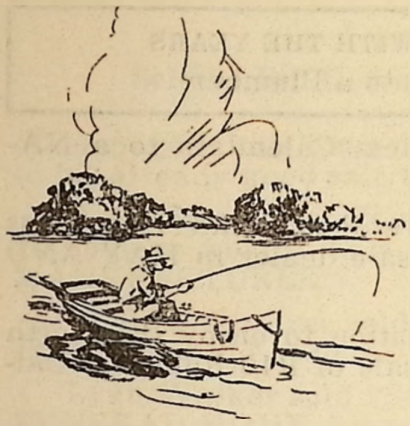
AND JOIN THE SNAG CLUB IN JULY.

James R. Talcott

BIG FISH are waiting for you in Wisconsin lakes! Sell now—and win your ticket to the Great North Woods, where you'll have the finest vacation any man could want when you join the "Snag Club."

Carry the sample Snag Club membership card in your pocket as a reminder. Let it tell you that the harder you work right now, the more fun you'll have next summer. Every Fishing Trip winner will receive a deluxe copy of the membership card, executed on handsome parchment, signed by Mac and Jim. Your name will be filled in, and the seal in the lower left corner will indicate whether it's your 1st, 2nd, 3rd or other year as a winner.

Selling is like fishing—you have to go after results! Now is the time to do it. Seven weeks to go before the contest closes May 24th! Aim for business every day!



SELLING IS LIKE FISHING

And Gerlach-Barklow Salesmen Are Out for Results

HERE'S A LIST OF SALESMEN WHO ARE DETERMINED TO WIN THE NORTH WOODS VACATION TRIP

Bill McNerney of California is evidently determined not to miss the North Woods Vacation trip. He scores twice this week for $600. Mr. McNerney's first is a $453 sale of R19 Religious Calendars to a FUNERAL DIRECTOR, a brand new customer. The next time you're asked how much a new customer is worth, just refer the inquiry to Bill McNerney. His second is a $150 sale of "My Diary" Baby Record booklets to a CREAMERY.

George H. Maloney of New York makes a $560 sale of special art calendars to a CHEMICAL AND DYESTUFF MANUFACTURER, an old customer.

Tom Perrott of New Jersey creates a nice new account with a $350 sale of R19 Religious Calendars for Church Distribution. Congratulations, Tom, on bringing home this customer—a FUNERAL DIRECTOR.

HARDWARE FOR HARD WEAR
Sold by Charles Clayton on Business Calendars to a Hardware Dealer

Ed Sierer of Washington makes a $345 sale of "Rainbow Fishing Fleet" sold to a MANUFACTURER AND DEALER IN DAIRY MACHINERY.

W. A. Scheafer of Pennsylvania makes a $230 sale of R19 Religious Calendars to a FUNERAL DIRECTOR—an old customer.

Randolph Lipford of Virginia made a $223 sale of Bluebird calendars to a CHEMICAL MANUFACTURER—an old customer.

Charles Clayton of Pennsylvania makes a $277 sale of "Springtime" to a COOPERAGE COMPANY, a good old customer.

F. L. Muller of Pennsylvania scores with a $222 sale of "The Joy of Living" to a DYEING AND BLEACHING COMPANY.

Harry Etter of California makes a $200 sale of Paragon to a CASKET MANUFACTURER—an old customer.

L. T. ("Doc") Sage of California makes a $200 sale of Bluebird Billboards to a FUNERAL DIRECTOR. This is the copy—"THIS COMMUNITY LOVES ITS CHILDREN; PLEASE DRIVE CAREFULLY."

DEPENDABLE—A NAME THAT GROWS WITH THE YEARS
Sold by Clyde Estes on Will Rogers to a Plumber

Mrs. A. C. Jahl sells Twelve-Sheet Business Calendars to a NATIONAL BANK for $200.

O. M. Wildman of California sold "Here Peace and Happiness Abide" in Billboards and Hangers to a wholesale dealer in HAY AND GRAIN—a new customer—for $205.

Ryan S. Perry still clings to his determination to enjoy the North Woods Vacation trip and scores with a $200 sale of R19 Religious Calendars to a FUNERAL DIRECTOR.

Earl Callaway of Indiana made a $100 sale of "Forever Yours" in Billboards and Hangers to a FLORIST.

Mr. Foster of Oklahoma made a $100 sale of the Spanky Safety Campaign sold to a TITLE ABSTRACT AND GUARANTEE COMPANY.

Lynn Walker of North Carolina sold "Happy Bluebird Family" to a LAUNDRY AND DRY CLEANER to tell the public, "WE SPECIALIZE IN HAPPY BUSINESS RELATIONS." The order amounts to $147.

Art Vores of New Jersey makes a $132 sale of Holiday Greeting HG4254 to a LUNCHEON SHOP.

Albert J. Morrier of Massachusetts made a $142 sale of "My Blue Heaven" to a LIQUOR DEALER. This sale was to an original package store and the copy is as follows—"AS NEAR AS YOUR TELEPHONE."

Jut Laing of Illinois made a $155 sale of "Spirit of America" to a DODGE AND PLYMOUTH DEALER—an old customer.

Mr. Laing also made a $104 sale of Last Edition Calendars to a NATIONAL BANK.

Miss Katherine Melcher sold "Spirit of America" to a CHEVROLET DEALER for $155 to advertise "CHEVROLET DEALER FOR 21 YEARS."

Sidney Hodson made a $104 sale of "The Guiding Hand" in R2 billboards to a VINEGAR MANUFACTURER.

A. A. Bender made a $131 sale of "Off to the Meeting Point" to a PHILGAS SERVICE STATION.

Jim Gammell sold News Quiz with "Playmates" to a FOOD BROKER, a new customer, for $109.

George R. Long of Delaware sold Business Calendars to a REALTY AND INSURANCE COMPANY for $135.

Larry Moss sold "My Blue Heaven" to a TRANSFER COMPANY for $105 to tell the public, "SERVICE IS NOT OUR MOTTO—IT'S OUR BUSINESS."

Ed Sierer of Washington sold "Peekaboo" and R19 Catholic Calendars to a FUEL DEALER, a brand new customer, for $175. On an-

BIG ENOUGH TO SERVE YOU—NOT TOO BIG TO KNOW YOU
Sold by H. A. Gorsuch on "Rah, Rah, Rah!" to a Plymouth Dealer

WATCH—WHILE YOU WALK
Sold by Bill Herrmann on "Safety Patrol" to a State Bank

other page in this issue of REVIEW, Mr. Sierer tells how he added $61 to his already good sale to a competitor's good customer. Read it.

A. H. Streeter of Connecticut made a $175 sale of "Here Peace and Happiness Abide" to a WOODWORKING AND INTERIOR FINISH MANUFACTURER.

Charles Clayton sold "The Light of Her Eyes" to a MANUFACTURER, an old customer, for $106.

Lynn Walker sold "Spirit of America," Pencils and FD Service to a FUNERAL HOME for over $100.

A. McWilliams of West Virginia sold Business Calendars to a dealer in HARDWARE AND PLUMBING SUPPLIES for $106.

Jack Moore of Indiana made a $140 sale of "Playmates" Blotters to a LITHOGRAPHING COMPANY, an old customer. Which shows you where Gerlach-Barklow Company stands in the trade. We have a number of lithographer and color printer customers who are glad and proud to use G-B products as their representative.

Marvin Mitchell created a new account—and a good one—with a $122 sale of "Scenes of My Childhood" to a STATE BANK to advertise —"THE BANK OF FRIENDLY SERVICE."

Guy Dean sold "Be Sure You're Right" to an ICE AND FUEL DEALER for $102.

Sam Raborn made a $165 sale of "Etta Moten" to a FUNERAL HOME.

Isidor Siegel made a $100 sale of Business Calendars P234 to a COAL DEALER.

Ben Bercovit of Pennsylvania sold "Freedom for All" to a TRUCKING COMPANY for $103.

D. G. Waite of Michigan sold 300 Baby Record Booklets to a DRUGGIST, a new customer.

John Gilbert of South Carolina creates three desirable new accounts. His first is a nice Direct Advertising sale to a TIRE DEALER AND RECAPPER. Second is a sale of Fans to a LUMBER DEALER and third is another sale of Fans to a BEVERAGE MANUFACTURER AND BOTTLER.

L. B. Nobles of Texas made a nice sale of "Proud Mothers" to a LIVESTOCK COMMISSION HOUSE—a new customer.

Ryan S. Perry of New Jersey created a new account with a sale of "Spirit of America" to an INSURANCE AGENCY.

A. W. Thurn of Wisconsin sold 100 K-50 Knives to a STANDARD SERVICE STATION to advertise "AMERICA'S FINEST SERVICE."

Mr. Thurn also sells 450 Bowling Greetings HG4290 to a BOWLING AND RECREATION CENTER.

WHERE EVERY CUSTOMER BECOMES A FRIEND
Sold by H. R. Messick on Will Rogers to a Custom Grinder

WE'LL GO A LONG WAY TO SERVE YOU
Sold by P. M. Winter on "Clipper Ship Surprise" to a Glass Manufacturer

Marvin Mitchell of Illinois sold "Priceless Heritage" in R4 billboards to a PHOTO SHOP.

Guy Dean of Georgia sold "Steady" to a FURNITURE DEALER to advertise "FURNITURE OF QUALITY SINCE 1886."

Mr. Dean also sold "Priceless Heritage" to a LUMBER DEALER.

A. H. Laun of Wisconsin sold "Joy of Living" to a HOSIERY COMPANY, a new customer.

Mr. Laun also sold 800 Special Calendars to a STATE BANK to advertise, "THE OLD RELIABLE."

Charles J. Clark of Illinois sold "My Blue Heaven" to an AUTO SERVICE STATION.

Newton Beatty of Iowa sold R-19 Religious Calendars to a MORTICIAN.

S. E. Adams of Colorado sold 100 Last Edition billboard calendars to a PONTIAC DEALER.

Walt Olson of Illinois sold 5000 Elysian Acknowledgment folders to a FUNERAL DIRECTOR.

George R. Long of North Carolina made a $100 sale of "Peekaboo" and "Playmates" to a DISTRIBUTOR OF FARM PRODUCTS.

Eugene Keltner created a new account with a $100 sale of Blotters to a CARTAGE COMPANY.

FOR THEIR SAFETY, PLEASE DRIVE CAREFULLY
FOR THEIR HEALTH—SANITARY PLUMBING
Sold by C. L. Lewellen on Spanky Safety Patrol to a Plumber

A. L. Booth of Pennsylvania created a new account with a $100 sale of "Houghton Mill" to a FUNERAL HOME.

E. A. Gilmore of Oklahoma sold 150 Will Rogers billboard calendars to an IRON WORKS COMPANY.

George R. Long of Maryland sold 1,000 Art Mount Calendars, "Forever Yours" to a JEWELER AND GIFT COUNSELOR.

Mr. Waite, of Michigan, sold 200 "My Diary" Baby Books to a DAIRY.

Charles I. Chamberlain sold a thousand No. 110 Paragon Key Cases with Safety First Copy—sold to an AUTO DEALER.

Mr. Chamberlain also sold 250 "My Diary Baby Records to a FUNERAL HOME.

WHERE YOUR PATRONAGE IS APPRECIATED
Sold by A. S. Hartman on "Silver Dawn" to a Box Shook Manufacturer

REPRODUCED FROM KODACHROME
Sold by Bill McNerney on "Spanky Safety Patrol" to a Photo Service Shop

And Mr. Chamberlain appears a third time with a sale of "Peekaboo" in billboards and Utility Calendars, sold to a GARAGE.

Once more he appears with a sale of 100 No. 7 Plastic Bound Memorial Records to a FUNERAL DIRECTOR.

Mr. Dobbing of Rhode Island creates a new account with a sale of "Down on the Farm" to a FARM DAIRY.

A. W. Thurn gained a new customer with the sale of 400 S257VK Farm Record Calendars, using "Priceless Heritage" sold to a STATE BANK to advertise, "31 YEARS OF COMMUNITY SERVICE."

Doris Sierer of Washington created a new account with a $100 sale of Farm Record Calendars, using "Puppy Love" and "My Bonnie" sold to a DEPARTMENT STORE.

J. Shadle of Iowa sold 200 DeLuxe Calendars, "The Guiding Hand" to a DENTAL LABORATORY.

John Mur of California made a $100 sale of "Be Sure You're Right" in billboards and hangers to a FUNERAL DIRECTOR.

QUALITY THAT IS REMEMBERED LONG AFTER PRICE IS FORGOTTEN
Sold by Rupert Fairbairn on "Proud Mothers" to a Roofer

Marvin Mitchell sold 200 No. 350 Pencils to a dealer in DAIRY SUPPLIES AND EQUIPMENT.

Mr. Mitchell also sold "Come Back Here" to a FARM SUPPLY STORE.

J. W. Hatch of Massachusetts sold "Happy Bluebird Family" in R4 to a SERVICE STATION.

C. F. Gordon sold Business Calendars to a NATIONAL BANK.

Bert Stiff made a dandy sale of Paragon to a FOUNDRY—a new customer.

J. P. Wood of Kentucky made a $100 sale of Knives to a dealer in INDUSTRIAL SUPPLIES.

O. M. Wildman of California sold 350 Holiday Greetings HG4254, "Clipper Ship Surprise" to a GENERAL TRADING COMPANY.

Lynn Walker sold Safety First Billboards "The Traffic Court" to a FUNERAL HOME.

D. G. Waite sold 300 "My Diary" Baby Booklets to a FUNERAL HOME.

Harry Timothy of Oregon sold "Spanky's Safety Patrol" in billboards and hangers to an AUTOMOTIVE RADIO SERVICE.

AN OLD SHOE IS AN OLD FRIEND—LET ME RENEW IT
Sold by A. S. Hartman on R2 Billboards to a Shoe Repair Shop

"THERE IS A MORAL FORCE THAT IS STRONGER THAN ANY MACHINE"

Perhaps you listened to last week's broadcast by Col. William J. Donovan, who has just returned from the war fronts of Europe and Africa. If not, I call your attention to a portion of it:

"The Greek soldiers were very tough, indeed, and in good health, and this was true whether they were the tall mountaineers or the short, blocky fellows from the valley. It's astonishing, the job they have done. They really made their fight with a rock, a mule and a gun: a rock for a parapet; a mule to carry the stores; and a gun or a rifle or a cannon for a weapon. The Greeks had no great war machine; they had no tanks. Except for the aid given them by the British in anti-aircraft and anti-tank guns, they lacked almost all the weapons required in modern warfare. And yet they went into the fight.

"Out of this I learned one lesson which I want to report to my fellow-citizens here. It is this: If you are going to have machines, you must have the best machines. Second best won't do. If you can only get second best, it's better to have none. Because if you have machines you rely upon them. And if they are second-best machines you rely upon them too much and you are overwhelmed by the best. BUT IF YOU HAVE NOTHING, THEN YOU RELY UPON NATURE AND UPON YOUR OWN BRAINS; AND IF YOU HAVE BRAINS AND COURAGE, YOU FIND A WAY TO DEAL WITH A MACHINE . . . WE MUST NOT FOR GET THAT MAN, WHO MADE THE MACHINE, IF PUT TO IT, CAN WHIP THE MACHINE. AND BE FORE THIS WAR IS OVER, YOU WILL SEE THIS DEMONSTRATED. The Greeks believed not in their machines but in themselves."

Later in his radio address, Col. Donovan brought out the same thought in a different way: "IF STATISTICS WERE WARS, BOTH ENGLAND AND GREECE WOULD HAVE BEEN DEFEATED LONG AGO. THERE IS A MORAL FORCE, IN WARS, THAT, IN THE LONG RUN, IS STRONGER THAN ANY MACHINE."

It seems to me that Col. Donovan in his report to the American people has once again one of the oldest and greatest of all truths, yet a truth that we are prone to forget or ignore.

If you will go back through history you will find that—sooner or later—MORAL FORCE has always come out on top. New methods of warfare, surprise weapons, clever tricks, preponderance of numbers have very often won battles, but when the final score was written, you will find that MORAL FORCE was invariably the victor. That is why I have always contended, and I believe history will bear me out, that this world of ours must, and always will, go forward. Of course we shall have our temporary set-backs and reversals. Of course we must—from time to time—make readjustments to changed conditions. Of course we shall—from time to time—have our periods of discouragement, defeatism and timidity. But I challenge H. G. Wells or anybody else to disprove the fact that HUMANITY HAS ALWAYS FOUND ITSELF AND RESUMED ITS LONG AND STEADY ADVANCE. Eventually MORAL FORCE has always won—and always will.

Many times you have heard our own President MacKeever tell you about the importance of having the RIGHT MENTAL ATTITUDE. Just recently in connection with the Joliet-Will County Community Chest Campaign, of which our own president is—as might be expected—the guiding, driving force, I have again heard him tell the campaign workers that their success or failure is dependent upon their OWN mental attitude. And, of course, he is right. Success is impossible unless the RIGHT MENTAL ATTITUDE is present.

Now, straight from the battlefronts of Europe and Africa, Col. Donovan tells us that — even in war — "THERE IS A MORAL FORCE, THAT, IN THE LONG RUN, IS STRONGER THAN ANY MACHINE." And he proves it by showing how the Greeks—"with a rock, a mule, and a gun" — turned back legions that have been in training for twenty years; legions that were equipped with the most modern weapons.

This doesn't mean that the Italians were cowards. They weren't. But their heart wasn't in the job they were supposed to do. The Greeks were fighting for their OWN liberty; the Italians were merely fighting for the personal prestige of an ambitious Dictator. They were in a war they detested. They were fighting for a cause in which they did not believe. Consequently, the MORAL FORCE was against them. And, facing this MORAL FORCE, they were up against something bigger and stronger than their modern weapons.

Let us in our OWN efforts remember this lesson. For it applies just as much to salesmanship as it does to war. We have, in our Gerlach-Barklow advertising mediums, the finest sales "weapons" it is possible to obtain. But even this is not enough. If we are going to make the most of our opportunities, we must place back of our efforts the MORAL FORCE of personal confidence and honest conviction. Then, and only then, can we achieve maximum success.

The winners of the FISHING TRIP CONTEST will be those men who put MORAL FORCE behind their selling efforts every hour of every day. They will be the "Greeks" who are afraid of nothing. In this contest, let's all be MEN OF ATHENS! Let's believe in OURSELVES!

Jewett E. Tucker

WE SETTLE THE DUST
Sold by Marvin Mitchell on Pencils to a Road Surfacing Contractor

Cecil Nixon of Montana sold 250 DeLuxe Calendars, "Silver Dawn" to a LAUNDRY—a new customer.

George R. Long is in again—this time with a sale of "Springtime" a complete campaign, sold to a FERTILIZER AND FARM SUPPLY DEALER.

Francis Leckberg of Ohio sold "Scenes of My Childhood" in S-239A to a FORD DEALER.

A. H. Laun sold "He Is Just Away" and "She Is Just Away" Folders to a MEMORIAL DEALER who will institute the campaign recently outlined by Jim Talcott and Isidor Siegel.

P. H. Keboch sells "Spirit of America" billboards to a NATIONAL BANK.

J. B. Kasper of Tennessee sold the Will Rogers Campaign to a STUDEBAKER DEALER.

H. A. Gorsuch of Colorado sold "Proud Mothers" to a LIVESTOCK DEALER.

SERVICE IS NOT OUR MOTTO—IT'S OUR BUSINESS
Sold by George D. Wolfe on Fans to a Shoe Dealer

Mr. Gorsuch also sold "Rah! Rah! Rah!" to a DODGE AND PLYMOUTH DEALER.

Guy Dean sold "Scenes of My Childhood" to an IRON WORKS COMPANY.

Ben Bercovit of Pennsylvania sold 250 Baby Record Booklets to a PHOTOGRAPHER who specializes in baby portraits.

W. F. Dunlap of Georgia sold 250 "My Diary" Baby Books to a DRUGGIST—a new customer.

Mr. Dunlap created another new account with a sale of "Priceless Heritage" to a STATE BANK.

S. E. Adams of Colorado sold "A Long Life and a Healthy One" in R15 to a DAIRY—a new customer.

H. A. Gorsuch is in again with a nice sale of "Springtime" to an ELECTRIC POWER AND LIGHT COMPANY.

Ryan Perry sold "My Blue Heaven" in HG4250 to a STANDARD OIL DEALER.

Fred Shallish of New York sold "Spirit of America"—a complete campaign—to a HARDWARE DEALER, to advertise "SATISFACTION, VALUE, SERVICE."

BUILD WITH CONFIDENCE—OWN WITH PRIDE
Sold by Doris Sierer on "Here Peace and Happiness Abide" to a Lumber Dealer

WHEN IN NEED OF COAL, BEAR US IN MIND
Sold by Bucher on "Look Who's Here" to a Coal Dealer

Art Vores sold "My Diary" Baby Record Booklets to a DAIRY.

A. H. Oschmann of Indiana sold Post Cards to a RUG CLEANER with the following copy:

WE APPRECIATED SERVING YOU AND SAY "THANK YOU"
WITH THIS BRIGHT BOUQUET
WE INVITE YOU TO CALL ON US OFTEN

Guy Dean sold "Steady" in R2 billboards to a FORD DEALER to say — "THREE THOROUGHBREDS — FORD, MERCURY, LINCOLN ZEPHYR."

Mr. Dean also sold "My Blue Heaven" in R9A to a dealer in AUTO PARTS, and "The Light of Her Eyes" to a TEXACO DEALER. The copy on this last order is — "GIVE YOUR CAR A TREAT. BUY TEXACO PRODUCTS."

Cecil Nixon of Montana sold "Spanky's Safety Patrol" to a CONOCO SERVICE STATION with the following copy:

"REAL ECONOMY, DAY BY DAY
WHEN YOUR CAR IS SERVICED THE CONOCO WAY"

A. H. Oschmann of Indiana sold "Poems Without Words" Post Cards to a LAUNDRY AND CLEANER, evidently to be used as bundle inserts, with copy as follows:

"THANKS FOR THE OPPORTUNITY OF SERVING YOU,
WE ENJOYED IT AND INVITE YOU TO
USE OUR SERVICE OFTEN"

L. R. Shepard sold "Off to the Meeting Point" to a MERCANTILE CONCERN to advertise, "BIG ENOUGH TO SERVE YOU, NOT TO BIG TO KNOW YOU."

J. Shadle sold "Happy Bluebird Family" to a REAL ESTATE AND INSURANCE AGENCY to advertise "INSURANCE THAT INSURES."

Ryan S. Perry sold 4000 Class X Blotters to a SOAP MANUFACTURER.

Lynn Walker sold "My Blue Heaven" to a FORD DEALER by suggesting this copy line—"SHE DRIVES A FORD V-8."

Art Vores sold "When a Feller's Got a Friend" to a COAL DEALER who will use the following copy:

TIPPY ISN'T A THOROUGHBRED
NOR A DOG OF HIGH DEGREE
BUT HE AND I ARE BUDDIES
AND HE'S ALL THE WORLD TO ME

C. W. Fisk of California is continuing his patriotic education campaigns and scores twice with "Heroes of American Naval History," selling this fine big indoor billboard to STUDEBAKER DEALERS in Wilmington and again in Los Angeles for school distribution.

Ben Bercovit of New Jersey sold "Springtime" in billboards and hangers to a BEVERAGE DISTRIBUTOR.

WHERE THE CHARM OF NEWNESS IS RESTORED
Sold by Charles Clayton on "Springtime" to a Laundry

Saturday, March 29, 1941

SALESMAN'S DAILY REPORT

TO THE GERLACH-BARKLOW CO., JOLIET, ILL.

LIST ORDERS ONLY ON THIS REPORT. DO NOT USE TO REPORT PROSPECTS

CUSTOMERS	QUANTITY	DESCRIPTION	AMOUNT
Mercersburg Lumber Co. Mercersburg, Penna.	15R-5	LE Billboards	$16.40

This gives me a perfect B.E.D. record for fourteen weeks and a $500 increase for March, 1941, over March, 1940. $100 extra by determination.

P. H. KEBOCH.

Perry Keboch says "$100 extra by determination," and it is determination like this that's going to win the Summer Vacation trip to the North Woods for Keboch and a score or two of other salesmen who are putting up a beautiful fight to win.

Remember, "NO ONE TO BEAT BUT YOURSELF," and when Saturday comes around and you need just one more little order to round out your score, just think of this report of Perry Keboch's and resolve as he did that you'll not stop until you've made your goal.

DEAR RIE:

You have asked me many times to write you a line about any unusual sale I have made; so here is one that I made today to the Blank Fuel Company.

You will notice by the order that I sold them 200 Peekaboo in the larger size for their business house distribution, had the order all signed and the copy written and started in to see if I was leaving any change on the counter, so in the course of the conversation with Mr. H——— I learned that he was not getting very much business from the White Center district, though he told me he had many friends there among the Catholics. Now, Rie, when a man sticks his neck out it usually gets put back in place providing it has anything to do with the articles I have to sell. When Mr. H——— told me he had friends in that district I immediately produced my Religious Calendars and got busy on a Catholic Calendar for each family in the Catholic church in that district, after much pro and con talk he called up one of the leading ladies of the Holy Family Catholic Church and asked her opinion of what I was trying to sell him, and would she and the members of the church appreciate a real Catholic calendar? THANKS TO THE LADY, here is the order for 300 R19C with the following copy:

This Calendar Presented to the
HOLY FAMILY CATHOLIC CHURCH
Through the Courtesy of
BLANK FUEL COMPANY
Stove Oil, Diesel Oil, Coal, Coke, Wood, Pres-to-Logs and Gasco Briquets
Phone WEst 0483 :: 2300 Harbor Ave.
"It's the Friends We Make Who Make Us"

Now, Rie, I am all tuckered out over such hard work as it really took me ten minutes to add $61.00 to the order I had already sold.

I'll be seein' you at Trude Lake in July.

ED. SIERER.

NEW PENCIL LINE GOES OVER WITH A BANG!

Forrest Barnes is justifiably proud of the new pen, pencil and knife line. Here are excerpts from a few of the many fine letters received from the men on the front line.

THE NEW PENCIL LINE IS CERTAINLY A HONEY

I have seen practically all the other pencil lines on the market and believe ours is the best balanced line I have ever seen.

HERMAN F. GROTTE.

* * *

IT SURE IS ONE SWELL LINE

It was received by me on the evening of the 20th and on the 21st sold an order amounting to $92.50. JUETT P. WOOD.

* * *

THE NEW LINE CAN'T BE BEAT

I will express my appreciation with orders.

RANDOLPH LIPFORD.

* * *

NEW PENCIL LINE IS A JOY TO BEHOLD

You have every reason to be proud of it and sales will warrant all the effort that was put in it. GEORGE H. MALONEY.

* * *

THAT NEW PENCIL LINE SURE IS A DANDY

I've already sold two nice orders from showing the new sample case and will sell twice as many pencils as last year.

M. C. ECKLAND.

* * *

"STREAMLINED" IS RIGHT — AND HOW!

I am very happy about our new line of pencils and you will be hearing from me often. C. I. CHAMBERLAIN.

* * *

NEW PENCIL LINE A GREAT LINE OF SELLERS

And I will do my best to say it with orders.

G. R. RUSSELL.

* * *

NEW PENCIL SAMPLES ARE GREAT

If we show them, we're bound to get orders.

ED. GERRISH.

* * *

THIS SURELY IS A LOVELY SET-UP

And I will do all I can in saying it with orders.

LEO LEVIN.

* * *

KEENEST AND CLASSIEST LINE I HAVE EVER SEEN

With the help of this wonderful line I am going to declare a vacation this summer and join the Fishing trip. GENE KELTNER.

* * *

THEY'RE TOPS IN EVERY WAY

Thanks for the new Pencil line. OSCHMANN.

PRICES WILL BE ADVANCED VERY SOON!

YOU HAVE LESS THAN ONE MONTH IN WHICH TO ANTICIPATE INCREASES

LET'S GET THOSE HELD ORDERS CLEARED NOW!

There will be a general increase in prices on nearly all parts of our line on May 1, 1941, or just as soon as price lists can be re-printed.

You are vitally interested in this announcement for the following reasons:

1. Between now and the date of price changes, we cannot accept orders with clauses providing for increase in quantity except with the distinct understanding on the part of the customers that if such orders are increased, the additional purchases will be at the new prices.
2. Incomplete orders now in our files may have to be rejected unless they can be placed in production soon. Hence, within the next thirty days you must bend every effort toward supplying us necessary copy, cuts, etc. We plan to send each salesman a list of his incomplete orders. If you have any, get busy on these right away—don't wait for your list.
3. Between now and the date of price changes, try your very best to have every order you send in COMPLETE IN ALL DETAILS.

We don't want to lose a dollar's worth of business that is now on the books. However, we are faced with such a serious situation that it is quite likely we shall have to cancel some of these held orders unless you can clear them very soon, or unless the salesman or the customer can give us a plausible reason why copy, cuts, etc., cannot be supplied until later in the year.

DON'T ARGUE

A SALESMAN MAY WIN AN ARGUMENT AND STILL LOSE THE ORDER

Here is a most interesting letter from Guy Dean of Georgia, telling how he saved a nice order by employing simple, yet sound, logic.

Guy's "soft answer" proved to be better than a whole world of argument, for it not only saved the order, but saved the friendship and good will of the customer as well.

DEAR ERNIE:

I thought, this morning, of an answer to a question on calendar use that has had me buffaloed ever since I've been selling advertising. It's not a brilliant thought, but I just had not had it before and it saved a nice order for me. Thought maybe some of the other boys might use it, so I'm passing it on—free of charge.

When I called on Mr. D————, of the G———— Ice and Coal Co., for his calendar renewal order he was pretty cool, and told me that he had had very little comment on his calendars this year, (he mails them out,) and he said he'd come to the conclusion that they were not appreciated and he was not going to buy, now at any rate.

Well, this is a pretty nice order (for me) and the fact that I needed it so badly in my fishing contest quota, I supposed, jolted my so-called brain into activity. So we talked a little more and I finally asked, "What's your favorite radio program Mr. D————?" He replied like a flash, "Kaltenborn, I'd rather miss a meal than to miss Kaltenborn's broadcast." I replied, "Well, I also like the Kaltenborn broadcast very much, and also listen to every one that I possibly can. But, you know, Mr. D————, I've never yet sat down and written Mr. Kaltenborn or his sponsors, that I did appreciate it. Have you?"

Mr. D——— laughed and said, "I get the point; go ahead and book me for the same quantity as last year. I've never written Kaltenborn either."

So, at I say, this viewpoint on customer appreciation, apparently, saved an order for me today, and you can have it for whatever it's worth.

Cordially,

GUY DEAN.

DON'T LET THE SARGE SEE THIS!

Private Phil Corcoran, 30th Engineers, Fort Belvoir, Virginia, was the first trainee to leave Joliet to join the Army. But he'd already had training in offset printing, as a feeder in the G-B pressroom. His experience in a skilled trade helped him in the Army, as explained in the following letter to Foreman Ed Payne and the boys in the offset pressroom.

DEAR ED AND OFFSET PRESSROOM:

Well, out of the frying pan into the fire. I was wondering why the hell they were sending me to the engineering corps, when I didn't know a triangle from a square. Lithographers are classed as engineers in the Army. They have a nice little litho plant here with nobody to run the presses. They have two small Webendorfers and a 26x40 Harris stream-feeder press.

The foreman is a big Staff Sergeant who seems to know quite a bit, but I don't think he ever worked in a pressroom. They put me on with the Sarge running the Harris. The First Lieutenant in charge of the plant was surprised to see the press keep running. I guess he thought it was supposed to kick off once in a while to be running right.

So far I haven't got into any trouble; about all they run is maps. I washed the plate out with asphaltum the other day. The big Sarge nearly had a hemorrhage; he thought I ruined the plate. He didn't know what the stuff was for. He reads books on litho all day, but when he gets a little scum on the plate he pretty near faints. He follows me around the press—thinks I'm a kind of genius instead of a half-baked feeder. It sure is a nice press, though; you can hardly go wrong. I work with it all morning, but get military training all afternoon.

The idea is to train enlisted men and recruits to run the small Webendorfers and then put them in mobile units to go on maneuvers. A mobile unit consists of three trailers with Webendorfer presses. I guess they figure on buying more of them. They work in conjunction with the Air Corps and Land Surveyors.

Well, we had inspection Saturday morning. All Friday afternoon I had to shine every button on everything I own. I shined those big shoes for about an hour. Everything in your foot locker and your wall locker has to be in a certain place. Then you have to field strip your pistol and clean it; and I mean clean it. They are 45 automatics. The Engineers don't carry rifles, just pistols. Saturday morning I got through barracks inspection OK. Then we had inspection in ranks by a Colonel. Everything went OK until he came to me. He called out, "Inspection pistol," which means you have to pull your gun out of the holster, take the clip out, hold the clip in one hand and cock the gun so he can look it over. When he gave the order, it kind of caught me by surprise. The damn gun stuck in the holster; when I did get it out, I pointed it right at him, and the clip fell on the ground. Then he looked at the barrel and said it was pretty dirty.

So the First Sergeant had me standing in front of a mirror for two hours practicing for inspection pistol. Then he gave me a weekend on kitchen police, which means you have to get up at 4 in the morning and work until 8 at night. Every time I waited on the non-commissioned officers' tables, the Sarge from the pressroom would holler, "Inspection pistol" as loud as he could. I can see the guns in my sleep yet.

Well, show the letter to the boys and tell them to drop me a line. Anything you want to know about the Army, just ask me. All I have to do at night is read and answer letters.

Yours truly,

"STUFF" CORCORAN.

IN APPRECIATION OF THE FRUIT

ISIDOR SIEGEL SAYS:

The fruit is O. K.—great. I'd say King Gerlach knows his citrus fruits. I'm out and after 'em and I'll be seeing you in your neck of the woods in July.

S. E. ADAMS SAYS:

When I got home from a hard trip the great big lovely crate of Florida grape fruit and oranges and many other selections of tasty fruit had arrived. Honestly, it was a thrill to me and to both Mrs. Adams and our daughter. Thanks a million. We are really going to town on that crate of fruit. I'll be fishing with you all right and will bring along some real Colorado fly hooks made here in Denver by a woman who makes the best. Mrs. Adams joins me in kindest personal regards.

MRS. FANNIE PETERSON SAYS—

The Fruit came just in time to take some to the children in Detroit. It's the nicest box yet, and I have enjoyed many of them. Everything was perfect and we all especially enjoyed the different kinds of oranges. And the grapefruit are so much nicer than any they or I have been able to get here. Thanks so much for making it possible for me to have it.

GEORGE H. MALONEY SAYS:

"Our case of gold arrived this week and it was a joy to behold. It is always a thrill to receive it and we get a lot of pleasure out of it I can assure you."

JASPER PHILLIPS SAYS:

Received the box of oranges and what a treat! Both Mrs. Phillips and myself send our thanks. It is just like Gerlach-Barklow to do a thing of this kind, just one of the many things which they do to make life worth living.

CECIL NIXON SAYS—

The box of oranges came to Butte and I took a small carton of the fruits to my Sister's farm today and they enjoyed Florida fruit for the first time and pronounced it DELICIOUS. Making Quota made me happy, but receiving the thanks from my sister and her family —and their commendation for my effort, made me happier yet.

H. R. MESSICK SAYS:

The box of citrus fruit came from Florida this last week and it is a generous size box of the finest of Southern fruit and in perfect condition. The shipment contains two different species of grapefruit, three kinds of oranges and tangerines, then there is a little fruit that must be Kumquats. Please accept my thanks for this box of delicious fruit and will you please relay this little message also to Mr. MacKeever, Mr. E. E. Barklow and to Mr. King Gerlach in Florida for the part he had in getting the shipment on it's way to Des Moines.

BILL HERRMANN SAYS:

Here's a big thanks to you and the whole G-B family for the wonderful box of fruit. It was received in good condition and everyone enjoyed them very much. We all seemed to feel that they were much more ripe and a great deal better than any year previous. Hoping that the Gerlach-Barklow Company will never eliminate this particular prize.

Robert A. Moore

1876-1941

Robert A. Moore, veteran Gerlach-Barklow salesman, died at Booth Memorial Hospital, Covington, Kentucky on March 25th from a heart attack which followed a brief illness.

Mr. Moore's general physical condition was greatly weakened as the result of pneumonia which kept him from active work for many months of the past year.

Survived by a son, Jerry of Seattle, Washington, a daughter who lives in Minot, N. D. and two sisters, Mrs. J. T. Krieger and Mrs. M. Henderson, both of Louisville.

Mr. Moore carried the first Gerlach-Barklow line into the field in 1907 and was loved and honored both by his fellow salesmen and by his customers for his fine attributes of loyalty, sincerity and faithfulness to his trust.

Funeral services were conducted Thursday, March 27th at the Melton Funeral Home in Louisville with interment at Paris, Kentucky.